Guidance for Preparing the Preliminary Study

As outlined in the INSTO Framework, prospective Observatories are expected to prepare a preliminary study as one of the steps within the application process. Besides the information submitted in the application form and the destination profile, the preliminary study is to help UNWTO gain a detailed insight into the needs of the destination to better assess its feasibility as an Observatory. In addition, the preliminary study will help the destination to gain a better understanding of the status-quo before setting up the Observatory by identifying key sustainability issues, the institutional set up, data needs and availability, as well as sources and gaps, which will be further discussed and validated at the stakeholders' workshop. Important to note is that already existing information available can be used for this report, facilitating the preparation of the report.

The list below provides a brief overview of main topics which should be covered in the study, providing as much detailed as possible. Other topics of relevance for the observatory and destinations may also be added.

1. Possible issues identified for the destination

- What kind of issue areas are common for the destination?
- Which have possibly the greatest impacts and what?
- Which issues have evolved most rapidly over the past years?
- Which are the issues the destination is currently working on?
- Which are the areas where most advances are needed in the near future?

2. Detailed description of current monitoring processes (if available)

- What are the current structures and procedures of monitoring and reporting?
- Which reports are available at the time of application that show monitoring results?
- Since when have there been specific monitoring processes and how is their long-term viability secured?
- Who are the partners in the current monitoring processes?

3. Existing available tourism-related data that enables stakeholders to evaluate the sector's performance

What economic data is available and from whom:

(a) Tourism flows
- Is there regular and comprehensive collection of data on visitors' arrivals (domestic/ inbound/ outbound)?
- Does the collection and presentation of data create comprehensive profiles of visitors and informs about their activities and other characteristics (e.g. purpose of visit, length of stay, mode of transport, etc.)?

(b) Tourism industries, revenues and employment
- Is data available regarding the structure of the tourism industry (e.g. number of accommodations, food and beverage serving establishments, etc.)?
- What information is gathered on the overall revenue in the destination, tourism's contribution to the local GDP, etc.?
- Are the figures presenting numbers of employees in the tourism industry, full-time/part-time distribution, with details on genders and skills, etc.?

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Poeta Joan Maragall 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 – info@unwto.org / unwto.org

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<u>(c) Others</u>
- Is a TSA or similar analysis undertaken to estimate the economic contribution of tourism? If so, when was the last time?
- What are the existing data sources for the available data (national tourism administration, national statistical office, immigration authorities, service provider associations, etc.)?
- What factors may be inhibiting the establishment of an effective data collection system?
- Besides economic data and data on tourism flows, what data is available on environmental and social aspects (consider especially data and data sources for the mandatory issue areas)?
- Where are the greatest data gaps and/or constraints?
- Which kind of data is most urgently needed?

4. Structure, recommendations, suggestions and comments

- What is the current or envisaged structure of the Observatory?
- What are the current or envisaged processes behind the Observatory?
- What are the relevant stakeholders in the destination (first indication were given in the application form but please provide a detailed list here as well).
- Preliminary objectives for the first reporting year that will be discussed in the stakeholder's workshop.

Please note that the use of logos in the submitted reports to UNWTO should be avoided wherever possible. If logotypes are included, language should be adjusted to English to be consistent with the reporting language. Furthermore, the following disclaimer should be included in the submitted reports (inserted at the bottom of the first page):

"The objective of the UNWTO Network of Observatories (INSTO) is to create evidence through regular monitoring, requiring continuous efforts and commitment to understand the impacts of tourism on destinations and to ensure sustainable development. While it is intended that monitoring and reporting is carried out in full compliance with existing UNWTO recommendations, standards and definitions, the views expressed in this report are those of the authors and may not necessarily reflect the views of UNWTO".

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